of the utilisation of old fleet of Airbus 300 and Boeing 737 planes despite availability of engineers and pilots;

(c) if so, what are the reasons therefor;

(d) what is the estimated loss being suffered by Government as a result thereof; and

(e) what remedial steps Government propose to take in this regard?

THE MINISTER OF CIVIL AVIATION AND TOURISM (SHRI MADHAVRAO SCINDA): (a) Yes, Sir.

(b) No, Sir.

(c) to (e) The scheduled utilisation of different types of aircraft as per the present schedule of operations is as under:—

Aircraft type	Utilisation (Annual hrs. per aircraft)
A-300	2436
A-320	2514
B-737	2766

Airbus A-320 utilisation is proposed to be gradually increased to the level of 2700 hours by the end of the year.

Multi Crore Media Blitz in TV Network to Boost Tourism

1683. SHRI KRISHNA KUMAR BIRLA:

DR. SANJAYA SINH:

Will the Minister of CIVIL AVIATION AND TOURISM be pleased to state:

(a) whether his Ministry is gearing up itself to launch a multi crore media blitz in foreign newspapers and through foreign T.V. network;

(b) if so, the details of the guidelines laid down in this regard; and

(c) to what extent such a step will boost tourist inflow in the country?

THE MINISTER OF CIVIL AVIATION AND TOURISM (SHRI MADHAVRAO SCINDIA): (a) to (c) The Department of Tourism annually runs campaigns in the overseas markets through the print and the electronic media to project India as an attractive destination. Efforts are being made to make it more effective and destination oriented.

Vacant Post of Executive head in Indian Airlines

1684. SHRI KRISHNA KUMAR BIRLA:

SHRI SHIV PRATAP MISHRA:

Will the Minister of CIVIL AVIATION AND TOURISM be pleased to refer to the answer to Starred Question 102 given in the Rajya Sabha on 5th May, 1992 and state:

(a) whether the Indian Airlines is without an executive head;

(b) if so, since when this post is lying vacant;

(c) what are the reasons for not identifying a suitable person for the said post; and

(d) what steps have been taken so far to fill up the post?

THE MINISTER OF CIVIL AVIATION AND TOURISM (SHRI MADHAVRAO SCINDIA): (a) to (d) The post of Chairman-cum-Managing Director of Indian Airlines is presently held by a Joint Secretary in the Ministry of Civil Aviation and Tourism. Action for selection of Chairman and Managing Director, Indian Airlines is at an advanced stage.

Private Sectors' Participation in Tourism Sector

1685. DR. SANJAYA SINH: Will the Minister of CIVIL AVIATION AND TOURISM be pleased to state:

(a) whether Government propose to involve the private sector for development of tourism infrastructure during the Eighth Plan period; and